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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/784,694	02/23/2004	Ismail Cem Paya	MS#304550.01 (5097)	1307
38779	7590	10/18/2007		
SENNIGER POWERS (MSFT) ONE METROPOLITAN SQUARE, 16TH FLOOR ST. LOUIS, MO 63102			EXAMINER GORTAYO, DANGELINO N	
			ART UNIT 2168	PAPER NUMBER
			NOTIFICATION DATE 10/18/2007	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

uspatents@senniger.com

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
10 / 784694	2/23/2004	Bem, Jeremy	MS#304550.01

EXAMINER

Dangelino Gortayo

ART UNIT

PAPER

2168

20071009

DATE MAILED:

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner for Patents

Applicant's phone call to the Examiner made 10/4/2007, drew attention to a typo made in the Notice of Allowance filed 9/26/2007. The reference to Peng in the last line of page 2 is a typo, and was originally meant to be the cited prior art, "Jerome". All fees have been paid with the allowance, and a supplemental notice of allowability is being sent out that only changes the typo made, changing Peng to Jerome, but not changing the contents or the status of allowability. All other forms filed 9/26/2007 are still valid.

TIM VO
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100

**Supplemental
Notice of Allowability**

Application No.

10/784,694

Examiner

Dangelino N. Gortayo

Applicant(s)

PAYA ET AL.

Art Unit

2168

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 7/9/2007.
2. ☒ The allowed claim(s) is/are 1, 3, 5-8, 10, 11, 13-15, 20-22, 25-30, 32, and 34-41 (renumbered 1-29).
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

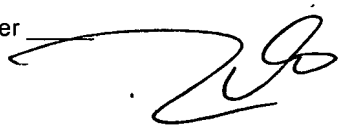
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material

5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____


TIM VO
SUPERVISOR, PATENT EXAMINER
TECHNOLOGY CENTER 2100

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Arthur Tan-Chi Yuan (Registration # L0113) on September 5, 2007.

The application has been amended as follows:

AMENDMENTS TO THE CLAIMS

In claim 30, line 11, **DELETE** ~~client~~ **INSERT** client computing device

In claim 30, line 12, **DELETE** ~~client~~ **INSERT** client computing device

In claim 32, line 1 **DELETE** ~~34~~ **INSERT** 30

REASON FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

The prior art of record, Jerome (US Publication 2004/0143667 A1), Calvo et al. (US Patent 7,058,671 B2), and Giljum (US Patent 6,745,238 B1) teach analogous art to the instant application, that of distributing content to web pages to be delivered to a user. Jerome more specifically teaches the distribution of content from a plurality of content

providers utilizing links on a web page. However, after careful consideration of the Brief (pages 9-11) filed 7/9/2007 and the personal interview conducted 7/23/2007, the applicant extensively and specifically pointed out how the claim amendments overcome the prior art of record, particularly the content of Jerome to be provided to a user are aggregated upon the event of a user clicking on the embedded link found in the frame of a document, and is not accomplished dynamically and independent of user input, meaning that the user does not have to actively select desired content but rather retrieves the link from a plurality of content servers, eliminating the need for a centralized content distribution server storing content. Thus, in the instant application, there is no need for manual intervention when build and render pages containing dynamic content, and there is no need for content to be stored in a centralized location that would tax the memory and bandwidth available to a user.

This feature is indicated in independent claims 1, 8, 15, 22, and 30, wherein a document composed of a plurality of display areas and identifier information defining the contents to be placed in the display areas is stored in a memory area and sent to a client computing device and then the document is dynamically rendered on the client computing device, without input from a user, by retrieving the content identified by the information from a plurality of content providers. Consequently, independent claims 1, 8, 15, 22, and 30 and dependent claims 3, 5-7, 10, 11, 13-14, 20-21, 25-29, 32, and 34-41 as amended are allowable over prior art.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Information Disclosure Statement

Initialed and dated copies of Applicant's IDS form 1449, filed 8/6/2007, are attached to the instant Office action.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Chen et al. (US Patent 7,103,642)

Knapp et al. (US Patent 6,769,010)

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dangelino N. Gortayo whose telephone number is (571)272-7204. The examiner can normally be reached on M-F 7:30-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim T. Vo can be reached on (571)272-3642. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2168

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Dangelino N. Gortayo
Examiner



Tim T. Vo
SPE



TIM VO
SUPERVISORY PATENT EXAMINER
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